

**LGA WEBINAR - 20 JULY 2020**

**TACKLING OBESITY DURING THE  
COVID 19 PANDEMIC IN MEDWAY**

# Introduction

- Medway – A Unitary Authority in Kent
- Population of 280,000
- Spread over 5 Towns
- Part of Kent and Medway Integrated Care System
- Fully Independent Health and Wellbeing Board
- Medway Focus
- 6 years of regular obesity summits with experience gained coming together and working with a range of partners

# The Long Haul

- Obesity rates are still above the England Average
- We know that population level obesity is not a quick fix
- National and local action
- The Health and Wellbeing Board is a Key Group
  - Supporting the agenda includes representatives from Medway Council Cabinet Members, Senior Leaders within the CCG and other NHS Area as well as the Director of Social Care and Director of Public Health
- Revised whole System Obesity Plan
  - Recommended to and Approved by the Medway Council Cabinet
  - In line with revised Public Health England Guidance 2019
  - Learn from others

# Impact on COVID 19

- Slowed down the progress
- Social Distancing Guidance
- Events postponed
  - Notably the Annual Summit
    - 140 delegates representing 50 different organisations and services in Medway
  - Weight Management Services, Cookery Programmes & Breastfeeding drop ins
  - PE Lessons in Schools, Closure of Council Leisure Centres and Health Walks
- Diverting staff and prioritising workloads
- Inequalities Agenda curtailed
- National Child Measurement Programme
  - Headline Line Obesity Rates do not tell the full story

# Beyond the Headlines and Health Inequalities

- No Surprises – The same pattern has emerged for COVID 19
  - Obesity varies from School to School
  - Areas of Deprivation
  - Ethnicity
- Obesity is strongly correlated to COVID 19
  - Higher Death Rates from overweight or obese individuals
- Sobering Negatives
  - The honest situation we find ourselves in is not acceptable and there is a need to respond
  - Above all we have not forgotten our long term plan to tackle obesity
- Great Health Inequalities
  - Exist all over the country
  - Use this as long term ammunition
  - Healthy Lifestyle – Healthy Weight – Encourage Prevention – Live Longer
  - Use of Telephone and Online Support, Webinars and Exercise at Home

# Partnerships

- Fast Tracking Essential Partnership Work and Priorities
  - Sub groups covering Healthy Weight Network with Physical Activity Alliance
  - Medway Food Partnership – First meeting scheduled later this month
- Kent and Medway Cancer Alliance Programme hosted by Medway Public Health
  - Prehabilitation
  - Reduce weight
  - Improved fitness
- Reopening of Medway Council Sports Centres
- Supermarket Chains
  - Encourage cut back on sweets and goodies at the checkouts
- Continue our delivery and championing role as Medway Council through the Health and Wellbeing Board and other strategic groups, keep encouraging all Medway partners to use the recovery phase of the pandemic to prioritise obesity, prevention and health inequalities

# Medway Council Contacts

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